# Powering an OPEN FUTURE

creative commons
global summit 2011

16-18 September, Warsaw, Poland

PRIMATE'S PALACE Conference and Exhibition Centre
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# Welcome

creative commons
global summit 2011

For three days from 16-18 September 2011, the Creative Commons community convenes in Warsaw, Poland, for the Creative Commons Global Summit 2011, Powering an Open Future. Here volunteers, industry leaders and practitioners of the worldwide open content licensing movement come together to engage strategically on the future of our shared commons, to renew and further build CC's vital community, to collaborate on mutual projects and initiatives, and to celebrate our successes as we head towards the end of our first decade together.

We are glad you can join us.

*Do zobaczenia wkrótce!*



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# Program

## FRIDAY — Introduction and getting to know each other

| | | |
|---|---|---|
| | A CC Visual Arts Exhibition will be displayed throughout the program at the venue | |
| 9:00 | Powering CC's Future | 9:00 |
| 9:45 | CC Vision | 9:45 |
| 10:20 | Where Are We? | 10:20 |
| 10:50 | Break | 10:50 |
| 11:10 | Regional Meetings | 11:10 |
| 12:40 | LUNCH — featuring Unconference promotion | 12:40 |
| 14:00 | Versioning the CC License Suite: Version 4.0 Launch / School of IP, © & CC | 14:00 |
| 15:00 | Version 4.0: Building a Global License Suite / Open Access Publishing and Archiving | 15:00 |
| 16:25 | Break | 16:25 |
| 16:45 | CC Board-Staff-Affiliate Meeting | 16:45 |
| 18:00 | Break | 18:00 |
| 20:00 | CC Board-Staff-Affiliate Dinner / Sharism Makerlab Exhibition | 20:00 |
| 22:00 | | 22:00 |

| Key |
|---|
| Legal |
| OER |
| Gov/PSI |
| Science and Research |
| Strategy |
| Community |
| Culture |
| Plenary |
| Cultural event |



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## SATURDAY — Sessions that appeal to affiliates and public and showcase CC successes

| | | | |
|---|---|---|---|
| 9:00 | Version 4.0: Managing rights beyond copyright — sui generis database rights and more | OER: From practice to policy | Fundraising Workshop |
| 10:30 | Break — buffet served throughout the day | | |
| 11:00 | CC Festival | | |
| | Powering an Open Future: the future of sharing culture | | |
| 11:50 | | | |
| 12:00 | 5 Minutes of OER Fame | CC and Public Sector Information: "Around-the-world" updates | Version 4.0: Compatibility, NonCommercial, and Enforcement |
| 12:50 | | | |
| 13:00 | CC Project Showcase | CC Research | |
| 13:50 | | | |
| 14:00 | | | CC Global Perspectives |
| 14:20 | | | |
| 14:30 | CC and the Broader Open Government and PSI Community | CC Business Models | |
| 15:20 | | | |
| 15:30 | | | |
| 15:50 | | CC's Role in the Global Commons Movement | CC for GLAM |
| 16:00 | CC in Science: Beyond the copyright | | |
| 16:50 | | | |
| 17:00 | Lawrence Lessig Keynote: "CC" | | |
| 18:00 | Break | | |
| 20:00 | CC SALON — musical showcase featuring local bands Masala and Usta, Tunisian rap artists Armada Bizerta and VJ Lekernel. Followed by a party at Obiekt Znaleziony Club, featuring AXMusique and local DJs | | |
| 22:00 | | | |



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**SUNDAY — Community focused, with detailed discussions and workshops**

| | | | | |
|---|---|---|---|---|
| 9:00 | Collecting Societies Update | Logistics of being an Affiliate | | 9:00 |
| | | Localising CC: Non-porting affiliate engagement activities | | 9:30 |
| 10:40 | Break | | | 10:40 |
| 11:00 | How to Build Affiliate Teams: Team structure, funding and sustainability | CC Education Strategy Workshop | Working with Volunteers Workshop | 11:00 |
| 12:30 | Lunch–featuring the world premier of *C-Man Copyright Defender: The Arm of Justice Strikes Again* | | | 12:30 |
| 14:00 | Where We Are, Where We're Going: Part 1 Empowering the network | | | 14:00 |
| 15:40 | Break | | | 15:40 |
| 16:00 | Where We Are, Where We're Going: Part 2 CC's open future | | | 16:00 |
| 17:00 | Wrap Up | | | 17:00 |
| 18:00 | End | | | 18:00 |
| 20:00 | Marcin Masecki piano concerto 'Music of Warsaw tram Accordionists', followed by an afterparty and open mic session | | | 20:00 |
| 22:00 | | | | 22:00 |

In addition to the formal program, the CC Summit 2011 will feature an extensive unconference program, designed and orchestrated by attendees at the event. More details on the unconference are available at the venue and on the Creative Commons website, wiki.creativecommons.org/Global_Summit_2011



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# Featured Speakers

## Catherine Casserly

Catherine M. Casserly is CEO of Creative Commons. Cathy's career is dedicated to openness, and particularly to leveraging possibilities at the boundaries of formal and informal learning to equalize educational opportunity. She was an early architect and advocate of open educational resources (OER) and served as the Director of the OER Initiative at The William and Flora Hewlett Foundation and as a Senior Partner and the Vice President of Innovation and Open Networks at the Carnegie Foundation for the Advancement of Teaching. Cathy has been instrumental in supporting many young organizations and currently sits on the StartI and Peer-2-Peer University boards, and serves on the advisory committee for MIT OpenCourseWare and the University of the People.

## Michael Carroll

Michael Carroll is a Professor of Law and Director of the Program on Information Justice and Intellectual Property at American University Washington College of Law. He is a founding member of Creative Commons, and is recognized as a leading advocate for open access to scholarly research. He serves on the National Research Council's Board on Research Data and Information, is an Academic Fellow of the Center for Democracy and Technology and is a member of the Advisory Board to Public Knowledge. Prior to entering law teaching, Professor Carroll practiced law at Wilmer, Cutler & Pickering in Washington, D.C. and served as a law clerk to Judge Judith W. Rogers, U.S. Court of Appeals for the D.C. Circuit and to Judge Joyce Hens Green, U.S. District Court for the District of Columbia. He received his A.B. (Anthropology), with general honors, from the University of Chicago and his J.D., magna cum laude, from the Georgetown University Law Center.

## Melissa Hagemann

Melissa Hagemann is a Senior Program Manager within the Open Society Foundations' Information Program. In this capacity, she oversees the foundations' work on Open Access, Open Educational Resources, Open Science and Open Access to Law initiatives. In 2001, on behalf of OSF, Melissa organized the meeting which led to the Budapest Open Access Initiative, which first defined Open Access. Likewise, in 2007, she co-organized the meeting which led to the Cape Town Open Education Declaration, which first called for public access to publicly funded educational materials. Melissa is a member of the advisory board of the Wikimedia Foundation, and has served on the Member of Experts' Group of the Bill and Melinda Gates Foundation's Global Library Initiative. She was profiled as a SPARC Innovator in December 2006 for her work in the Open Access movement.



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## Lawrence Lessig

Lawrence Lessig is the Roy L. Furman Professor of Law at Harvard Law School, and director of the Edmond J. Safra Center for Ethics at Harvard University. Prior to rejoining the Harvard faculty, Lessig was a professor at Stanford Law School, where he founded the school's Center for Internet and Society, and at the University of Chicago. Lessig serves on the Board of Creative Commons, MAPLight, Brave New Film Foundation, The American Academy, Berlin, AXA Research Fund and iCommons.org, and on the the advisory board of the Sunlight Foundation. He is a Member of the American Academy of Arts and Sciences, and the American Philosophical Association, and has received numerous awards, including the Free Software Foundation's Freedom Award, Fastcase 50 Award and has been named one of Scientific American's Top 50 Visionaries.

## Sir John Daniels

Sir John Daniel spent 17 years as a university president in Canada (Laurentian University) and the UK (Open University) before joining UNESCO as Assistant Director-General for Education in 2001 and becoming President of the Commonwealth of Learning in 2004. He has been closely involved in the development of open and distance learning for nearly 40 years. Best known among his 300 publications are his books *Mega-Universities and Knowledge Media: Technology Strategies for Higher Education* and *Mega-Schools*, *Technology and Teachers: Achieving Education for All*. Knighted by Queen Elizabeth in 1994 he has received 30 honorary doctorates from universities in 17 countries.



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# Cultural Events

## Thursday and Friday, September 15-16

### Sharism Makerlab

*21:00. Free. Hedoco, Aleja Na Skarpie 15 apt.16*

The Sharism Makerlab will be held in Warsaw right before the Global Creative Commons Summit. This two day event joins international makers, programmers, artists, musicians, designers, and thinkers with local collaborators in teams to produce new, spontaneous and creative projects. The final products will be shared with Warsaw and the Summit guests in a public exhibition on Friday night. The event is free and open to the public.

## Friday through Sunday, September 16-18

### CC Visual Arts Exhibition

*All day. Free. Primates Palace (Summit main venue)*

The CC Visual Arts Exhibition is a digital projection and online art exhibition of CC-licensed visual artworks from around the world. The digital projection component of the exhibition will take place in the entryway of the Primates Palace, and is curated by Lebanese artist Naeema Zarif. The online component of the exhibition is curated by CC Korea at http://art.cckorea.org, and features all artworks from the digital projection, in addition to numerous other visual works submitted by CC Affiliates and creators in their regions.

## Saturday, September 17

### Creative Commons Salon (Concert)

*20:00. Free. Cinema hall of Zachęta Modern Art Gallery (Małachowskiego Place 3, Warsaw)*

The CC Salon will be a musical concert featuring local bands, Masala and Usta. Masala is a music fusion collective whose genre can only be described as ethno-electro-ragga-punk-hip-hop. They are famous not only for combining Asian music with electronics, but also for promoting remix culture and free sharing of music online. The band Usta (Lips) is an esoteric group whose music is built on disco rhythms, minimalist sensitivity songs and jazz improvisation. Joining these artists will be Tunisian rap group, Armada Bizerta. Both concerts will be accompanied by visuals by VJ Lekernel from France.



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## Party at Obiekt Znaleziony Club

*21:00. Free for registered participants of CC Global Summit. 10 PLN for others. (Małachowskiego Place 3, underground)*

AXMusique is an unusual producer duo, who earned the affection of fans and publishers with powerful concerts mixing electronic and rock-and-roll music (and music available for free). Mash-ups and electroswing remixes will be served by veterans from Respect Kru – Mono and the Kwazar. DJs will also play remixes of Masala and AXMusique from a remix collaboration organized on ccMixter.org.

# Sunday, September 18

## Screening of C-Man Copyright Defender (15 min)

*13:00. Free. Primates Palace (Summit main venue)*

As a special visual treat for Sunday lunch, CC Slovenia will screen *C-Man Copyright Defender*. This film was shot in 2008 during the CC festival in Ljubljana and edited down to 15 minutes in the two years following. *C-Man Copyright Defende*r is a satirical stampede through the anomalies of the existing copyright system, featuring Luka Frelih, a CC Slovenia public lead as the C-Man, as well as two other CC agents (Balazs Bodo and Paul Keller) as his opponents.

## Marcin Masecki piano concerto 'Music of Warsaw Tram Accordionists'

*20:00. Free for registered participants of CC Global Summit. 20 PLN for others. Cinema hall of Zachęta Moder Art Gallery (Małachowskiego Place 3, Warsaw)*

Marcin Masecki will present a new project building on the sounds of the city. Known for his daring shows, this gifted pianist-experimenter was inspired by the sounds of the Warsaw tram to express accordion musicians everything.

## + Afterparty and open mic session at Chłodna 25 Club

*(Chłodna 25 Street, Warsaw)*



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# Session Descriptions

## Legal

### Versioning the CC License Suite: Version 4.0 Launch *Friday 14:00–15:00*

This session will lay the groundwork for subsequent in-depth discussions of Creative Commons' 4.0 licenses. Specifically, we will explain the reasoning and need for a new version of the CC license suite as we approach the beginning of CC's second decade. CC founder and board member Michael Carroll will launch the process by contextualizing 4.0 and framing some of our major goals – creating a truly international license, interoperability, longevity, and the needs of key, potential adopters, including those in the data/science and public sector arenas. Three particularized issues to be explored in later sessions will be introduced: forging a single suite of internationally robust licenses; managing rights beyond copyright, including sui generis database rights; and license enforcement and dispute resolution issues.

### Version 4.0: Building a Global License Suite *Friday 15:00–16:25*

In this first of two sessions in which version 4.0 is discussed in more depth, Paul Keller (CC Netherlands), Massimo Travostino (NEXA Center, CC-IT–EVPSI) and others will examine central drafting objectives and strategies related to crafting a robust international license suite that will not be ported. This roundtable will examine issues bearing on license usability (including plain language proposals) and how best to account for differences in copyright and related laws among jurisdictions. Topics will include drafting considerations and how translations can replace porting for educational and community building purposes.

### Version 4.0: Managing rights beyond copyright — sui generis database rights and more *Saturday 9:00–10:30*

Michael Carroll will facilitate this discussion designed to explore options for managing rights beyond copyright in version 4.0, including sui generis database rights. The discussion will include a brief summary of the current treatment of databases in the 3.0 license suite, and explore some of the resulting complications and consequences. Additional topics include how CC licenses may best enable the exercise of copyright and neighboring rights in the manner CC users expect when other rights may come into play. Federico Morando (NEXA Center, CC-IT - EVPSI) and others will bring regional perspectives on CC should manage rights beyond copyright in 4.0.

### Version 4.0: Compatibility, NonCommercial, and Enforcement *Saturday 12:00–13:50*

This two-hour roundtable discussion will focus on three issues of considerable importance in version 4.0: compatibility between CC licences and the broader public license eco-system; the definition and future of noncommercial; and enforcement provisions, including choice of law and forum and the needs of potential adopters such



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as governments and intergovernmental organizations (IGOs). Each of these issues will be considered via facilitated conversations, encouraging dialogue and the exchange of ideas among attendees. The session will include, among other discussions, Mike Linksvayer recapping the results of the "Defining Noncommercial" study published by CC in 2009, and CC Costa Rica lead Andres Guadamuz exploring current and future enforcement-related provisions in CC licenses.

## Government & PSI

### CC and Public Sector Information: "Around-the-world" updates

*Saturday 12:00–12:50*

This is primarily an information-sharing session to bring attendees up to speed with current government and PSI policies leveraging CC licenses and tools. It will include stories from affiliates on how to approach and interact with government and other public bodies about open licensing and Creative Commons. Affiliates will discuss key challenges in jurisdictions where adoption has been difficult.

### CC and the broader open government and PSI community

*Saturday 14:30–15:50*

This discussion session will explore how CC can/should operate within the broader open data and PSI community. This includes coordinating and collaborating on activities conducted by OKFN, LAPSI, Communia, and others. The overall goal is to align CC work in these areas with other efforts to support the commons through the adoption of standardized tools and practices. Topics will include interoperability, the role of events such as hack-a-thons, salons and open labs, and the championing of new collaborations in the open government movement.

## Science & Research

### Open Access Publishing and Archiving

*Friday 15:00–16:25*

We've had enormous growth in the use of the CC licenses in scholarly publishing, including some of the highest profile business uses of CC licenses. This session will examine what CC has done to support the growth of open access publishing generally, the rates of adoption of CC licenses in OA and beyond, and how we help in the other routes to OA beyond publishers. It will also provide some hints of future work in this area.

### CC-Research Panel

*Saturday 13:00–14:20*

An informal panel where presenters will discuss a broad range of CC research and CC-related research projects. Inputs regarding future research events or other initiatives that could help promote research on CC, open licensing and related subjects are also welcome.



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### Creative Commons in Science: beyond the copyright

*Saturday 16:00–16:50*

A review of work done under the Science Commons project that did not leverage the core copyright license suite. Discussion will include legal work in areas such as materials transfer agreements and patent licenses, technologies such as web standards and the Neurocommons software, and legal research into ontology licensing, data and database licenses. This session also previews the next phase of the science program, including the strategic planning process by which we'll engage the community on priority-setting.

## Education

### School of IP, © & CC

*Friday 14:00–15:00*

This session focuses on the potential for shared curricular materials (video, lesson plans, sample projects, talking points) around Copyright, IP & Creative Commons designed to encourage students and teachers to practice the 4 Rs (reuse, revise, remix, redistribute) as part of their learning and teaching. Panelists will discuss work they are doing in this area and explore if there is widespread need for such materials.

### OER: from practice to policy

*Saturday 9:00–10:30*

While many large OER projects have been developed over the past ten years, we are beginning to see state, national and inter-governmental agencies take an interest in creating policies to support OER. The guiding principle of public access to publicly funded educational materials lies at the heart of these new policy developments. In this session Melissa Hagemann will review the basics of OER and lead discussion of policy developments in Australia, Brazil, the Netherlands, Poland, and in the U.S.

### 5 Minutes of OER Fame

*Saturday 12:00–12:50*

A chance to celebrate and learn from the OER work being undertaken by the CC community in the fields of Open Education and Open Policy.

### CC Education Strategy Workshop

*Sunday 11:00–12:30*

Participants will work with CC staff to brainstorm and draft CC's Education strategy for 2012.



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## Culture

### CC Project Showcase *Saturday 13:00–14:20*

This session presents individual CC implementation projects from around the world, from video platforms to art exhibitions to education programs. It will discuss and share best practices in obtaining funding, finding partners and creating cross-country and cross-discipline alliances.

### CC Business Models *Saturday 14:30–15:20*

This session provides a showcase and discussion of CC business models, with the aim of exploring how CC can better encourage business adoption of its tools.

### CC for GLAM *Saturday 15:30–16:50*

This session will celebrate and examine best practices around CC licensing and tools for the galleries, libraries, archives and museums sector, focusing on both content and metadata. It will provide a chance to share case studies of what is happening globally in the GLAM sector and workshop the future of CC in GLAM.

### Collecting Societies Update *Sunday 9:00–10:40*

This panel, led by Paul Keller, will review developments around the world in the interaction between Creative Commons and collecting societies. It will consider the pros, cons, challenges, learnings, overall strategy of pilots already undertaken in this area and look at how we approach defining “noncommercial” in this context.

## Plenary

### Powering an Open Future: the Future of Sharing Culture

*Saturday 11:00–11:50*

This panel will feature speakers from leading thinkers to CC Affiliates, reflecting on what the Future of Open may and should look like - both immediately and longer term. Speakers will include Sir John Daniels, Stamenka Uvalić-Trumbić, Bice Obour Osei-Kuffour and others.

### Lawrence Lessig Keynote: CC *Saturday 17:00–18:00*

Creative Commons founding Board Member and former CEO, Professor Lawrence Lessig, will reflect on Creative Commons as it nears its tenth anniversary.



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## Community

### Powering CC's Future *Friday 9:00–9:45*

An opening address by Creative Common's CEO, Catherine Casserly.

### Where are We? *Friday 10:15–10:50*

This session provides an introduction to the Summit and an overview of what's been happened in CC and the open community over the past 3 years.

### Regional Meetings *Friday 11:10–12:40*

Each of CC's main regional communities — Europe, Latin America, Asia and the Pacific, Africa and the Arab World — will convene separately to discuss their own regional priorities and activities, led by CC's Regional Managers.

### CC Board-Affiliate Meeting *Friday 16:45–18:00*

An opportunity for the CC Affiliates, Staff and Board to meet, hold discussions and ask questions of each other. This session is closed to those outside the CC community.

### Fundraising Workshop *Saturday 9:00–10:30*

A workshop designed to help Creative Commons Affiliates and others develop strategies and skills around fundraising. This session will also provide feedback to CC HQ's own fundraising strategy.

### CC Global Perspectives *Saturday 14:00–15:20*

This session will feature a panel of CC community leaders from Latin America, Asia, Africa and the Arab World providing their views on the unique challenges, opportunities and goals for CC in their regions. Discussion of CC's role around the world will follow.

### CC's Role in the Global Commons Movement *Saturday 15:30–14:50*

The global commons movement is much, much bigger than just CC (that's a great thing). What is and ought to be CC's role as infrastructure and advocates for like movements—such as free software, open culture and the those protecting and expanding the intellectual and tangible commons–and vice versa? What specific actions ought the CC community take, from advocacy to shaping of our legal tools, to better leverage and support the global commons movement?

### Logistics of Being an Affiliate *Sunday 9:00–9:30*

This short session will discuss the back-end logistics side of being a Creative Commons Affiliate; the not-so-glamorous world of policies and agreements that are essential for our success, including the MOU upgrade process and other applicable policies.



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### Localising CC: non-porting affiliate engagement activities

*Sunday 9:30–10:40*

This panel will explore community outreach and activities undertaken by CC Affiliates beyond porting of the licences. Panelists will discuss successful activities that have taken place around the world, such as cultural activities, translation efforts, local law studies and sector engagement activities. Participants will leave the session with a number of different ideas for team projects.

### How to Build Affiliate Teams: team structure and sustainability

*Sunday 11:00–12:30*

Affiliate teams will highlight some of the different ways teams are organized and run. We will hear from affiliates working with different support mechanisms — for example, a university-backed team, a 3-prong multi-stakeholder team, a company-backed team and a government-affiliate team - and discuss how to optimise team structure for your jurisdiction.

### Working with Volunteers Workshop

*Sunday 11:00–12:30*

A workshop for CC Affiliates and others on developing a volunteer program, led by and drawing on the experience of Affiliates working with strong volunteer bases.

## Strategy

### CC Vision

*Friday 9:45–10:15*

CEO Catherine Casserly and Chair of the Board Joichi Ito will discuss CC's vision for its next ten years and introduce the strategy and planning agenda for the Summit.

### Where We Are, Where We're Going: Part 1–Empowering the network

*Sunday 14:00–15:40*

The first of two discussion sessions focused on Creative Commons' forward strategy. This session will consider, among other issues, the role of the Affiliate Network, their vision for CC's future and how to tap into the potential of the broader commons community.

### Where We Are, Where We're Going: Part 2 –CC's open future

*Sunday 16:00–17:00*

The second of the Creative Commons strategy sessions. It will continue the discussion around CC's vision and strategy for the next 5 to 10 years, focusing on core messages and goals

### Wrap Up

*Sunday 17:00–18:00*

A wrap up of the Summit, lead by Cathy and the management team.



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